NewMedia

THE PREMIER MAGAZINE OF MULTIMEDIA TECHNOLOGIES

FOR IMMEDIATE RELEASE

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Ted Nelson Joins NewMedia Magazine as Editor-At-Large

Columns, interviews and insight from the inventor of "hypermedia"

San Mateo, CA, (October 6, 1993) — HyperMedia Communications, Inc. (NASDAQ: HYPR; PSE: HPR) today announced that computer industry pundit Ted Nelson has been appointed editor-at-large at its flagship publication, *NewMedia* Magazine. Mr. Nelson's first article will appear in the November issue.

A designer of interactive software since 1960, Mr. Nelson introduced the terms "hypermedia" and "hypertext" into the computer vernacular. He is also known as the founder and driving force behind "Project Xanadu", a visionary computer project designed to revolutionize the way individuals publish and consume information.

"It's amazing how far ahead of the times Ted has been," said David Bunnell, chairman of HyperMedia Communications, Inc. and Editor-in-Chief of *NewMedia* Magazine. "He invented the idea of hypermedia over 30 years ago, and the industry is only now catching up with him."

"Ted's role at *NewMedia* will be to shake things up," Bunnell continued. "While we're proud of the news and product reviews we print, we also take pride in staying ahead of the curve and shaping the culture of multimedia. It's not enough for us to give our readers what they already know they want; we also strive to bring out issues they haven't thought of yet. We think Ted is the perfect provocateur for that mission."

"I'm delighted to be joining *NewMedia* Magazine," said Mr. Nelson. "*NewMedia* is at the forefront of the interactive technology movement. It accurately reflects, shapes, and gives voice to the techno-humanistic culture the computer industry has inspired — and this is consistent with my own personal and professional mission. Besides, it's fun to keep track of this still-emerging industry and influence its future directions."

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Mr. Nelson is the author of several books on computers. In the early '80s, he was editor of Creative Computing magazine. Nelson is currently blending his computer background with his interests in theater in a movie project called "Silicon Valley Story"; a one-man show, "World Enough", based on his autobiography; and "Cinema of the Mind: The Design of Interactive Software Virtuality", a workshop on his General Thematics system of tools for building and reworking ideas and constructs. Mr. Nelson's eclectic background includes working as a dolphin photographer and film maker and producing one of the first rock operas while at Swarthmore College in 1957. He holds a B.A. from Swarthmore College and an M.A. from Harvard University.

NewMedia Magazine is the first publication dedicated solely to covering multimedia technologies across all major platforms, disciplines and applications. A controlled circulation magazine published thirteen times a year by HyperMedia Communications, Inc., ***NewMedia*** serves professionals who buy and use multimedia products and services. Currently reaching an average circulation of 150,000 subscribers, ***NewMedia*** is guaranteeing its advertisers an average controlled circulation of 250,000 subscribers for 1994.

In addition to *NewMedia*, HyperMedia publishes two newsletters edited by computer industry pioneer Tony Bové: *Inside Report on New Media*, a publication for leaders in the multimedia-related fields of computers, communications and entertainment, and *Macromedia User Journal*, an independent guide for multimedia developers and users of Macromedia products. The company also produces the ***NewMedia*** INVISION Multimedia Awards Program, an annual competition which recognizes the best multimedia products developed by and for business, government, education and community service.

The corporate offices of HyperMedia Communications are located at 901 Mariners' Island Blvd., Suite 365, San Mateo, California, 94404; phone 415/573-5170; fax 415/573-5131.

For advance copies of the text of Mr. Nelson's first article, or for a black and white photograph or color slide of Mr. Nelson, please contact Criswell Communications at 510/549-7016.

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